

### AMENDMENTS TO THE CLAIMS

This Listing of Claims will replace all prior versions, and listings, of claims in this application:

#### Listing of Claims:

1. (Currently amended) A method for receiving data via multiple channel broadcast media, comprising:

providing a data structure storing second-level names in association with each of a plurality of first-level names, each of said plurality of first-level names being associated with a respective data object, said data structure being distinct from said data objects;

receiving a request for a desired data object, said desired data object being associated with one of said plurality of ~~[[a]]~~ first-level names;

obtaining from said data structure a plurality of second-level names associated with said first-level name, each of said plurality of second-level names being associated with a respective ~~one of a plurality of~~ low-level data objects, ~~said low-level data objects being in order by retrieval priority, wherein said, a~~ retrieval priority is for said low-level data object[[s]] being set by a content provider by ordering said second-level names in said data structure; and

obtaining location information associated with said second-level names via a first broadcast channel, said location information identifying at least two of multiple broadcast channels for carrying data associated with said low-level data objects; and

retrieving an associated low level data object for each second-level name, said low level data objects being retrieved in an order corresponding to the order in which said second level names are arranged in said data structure;

wherein said desired data object is a web page comprising at least a portion of said low-level data objects for retrieval and display in order defined by said retrieval priority.

2. (Cancelled)

3. (Previously presented) The method of claim 1, wherein data associated with respective low-level data objects is received via at least two channels of said multiple channel broadcast medium.

4. (Previously presented) The method of claim 1, wherein data associated with respective low-level data objects is broadcast according to a protocol indicated in said location information.

5. (Cancelled)

6. (Previously presented) The method of claim 1, wherein said location information indicates for each low-level data object a location parameter, a size parameter and a bandwidth parameter.

7. (Previously presented) The method of claim 1, wherein said broadcast media comprises at least one of a cable transmission medium, an optical transmission medium, a satellite transmission medium and a radio frequency (RF) transmission medium.

8. (Original) The method of claim 1 wherein said broadcast medium is a portion of a computer network.

9. (Original) The method of claim 1 wherein said first-level name is a uniform resource locator (URL).

10. (Original) The method of claim 1 wherein said first-level name is a web page title.

11. (Original) The method of claim 1 wherein said first-level name is a text string.

12. (Original) The method of claim 11 wherein said text string is associated with an icon.

13. (Original) The method of claim 1 wherein said second-level name takes a minimal amount of storage space.

14. (Original) The method of claim 1 wherein said second-level name is an integer.

15. (Original) The method of claim 1 wherein said second-level name is an index into a table.

16. (Original) The method of claim 1 wherein said location information is accessed through a memory containing a data structure.

17. (Original) The method of claim 1 wherein said location information is sufficient to locate said data in a data stream.

18. (Original) The method of claim 17 wherein said location information comprises an MPEG table.

19. (Original) The method of claim 1, including the further step of combining said plurality of low-level data objects.

20. (Original) The method of claim 19 wherein the step of combining results in a portion of said desired data object.

21. (Original) The method of claim 20, including the further step of presenting said desired data object.

22. (Currently amended) A method for receiving data via ~~multiple channel~~ broadcast media, comprising:

receiving a request for a desired data object, said desired data object being associated with a first-level name in a table distinct from said desired data object;

obtaining from said table a plurality of second-level names associated with said first-level name, each of said plurality of second-level names being associated with ~~one~~ of a respective plurality of low-level data objects, said ~~low-level data objects~~ second level names being stored in said table in an order by retrieval priority, wherein said ~~retrieval priority~~ is set by a content provider; and

obtaining location information associated with said each second-level names ~~via a first broadcast channel~~, said location information identifying ~~at least one of multiple a~~ a broadcast channels for carrying a low-level data object associated with each second-level name ~~said low-level data objects~~; and

retrieving an associated low level data object for each second-level name, said low level data objects being retrieved in an order corresponding to the order in which said second-level names are arranged in said data table.

23. (Original) The method of claim 22 wherein said desired data object is a web page.

24. (Original) The method of claim 22 wherein said broadcast medium includes a cable.

25. (Original) The method of claim 22 wherein said first-level name is a web page title.

26. (Original) The method of claim 22 wherein said location information is accessed through a memory containing a data structure.

27. (Original) The method of claim 22 wherein said location information is sufficient to locate said data in a data stream.

28. (Original) The method of claim 22, including the further step of combining said plurality of low-level data objects.

29. (Original) The method of claim 28 wherein the step of combining results in a portion of said desired data object.

30. (Original) The method of claim 22, including the further step of presenting said desired data object.

31. (Currently amended) A method for organizing data for transmission via broadcast media, comprising:

associating a first-level name with data;

organizing said data into a plurality of low-level data objects ordered by retrieval priority, wherein said retrieval priority is set by a content provider; and

associating each low-level data object with a second-level name, the second level names being associated in a data structure, the second-level names being arranged in the data structure in an order corresponding to an order of respective retrieval priorities set by a content provider;

associating a location with ~~said each~~ second-level name, the associated locations of said second-level names collectively identifying at least two of ~~multiple~~ distinct broadcast channels for carrying data associated with said low level data objects.

32. (Previously presented) The method of claim 31, including the further step of broadcasting said each one of said plurality of data objects forming said data.

33. (Original) The method of claim 32, wherein said each one of said plurality of data objects is broadcast as an MPEG section.

34. (Original) The method of claim 32, wherein said each one of said plurality of data objects is formatted for transmission as an MPEG section.

35. (Original) The method of claim 31, wherein said data object is formatted for transmission as an UDP packet.

36-38. (Cancelled)

39. (Currently amended) An apparatus having at least one processor and at least one memory coupled to said at least one processor for receiving data over a multiple channel broadcast medium, said apparatus comprising:

a first mechanism configured to receive a request for a desired data object, ~~said desired data objects being~~ associated with a first-level name;

a second mechanism configured to obtain a plurality of second level names associated with said first-level name in a data structure distinct from said desired data object, each second-level name being associated with one of a plurality of low-level data objects, said low-level data objects being arranged in said data structure in order by retrieval priority, wherein said retrieval priority is set by a content provider; and

a third mechanism configured to obtain, via a first broadcast channel, location information associated with said second-level names ~~via a first broadcast channel~~, said location information identifying at least two distinct ~~of multiple~~ broadcast channels for carrying data associated with said plurality of low-level data objects;

wherein said desired data object is a web page comprising at least a portion of said low-level data objects for retrieval and display in order by said retrieval priority.

40. (Cancelled)

41. (Previously presented) The apparatus of claim 39, wherein data associated with respective low-level data objects is received via at least two channels of said multiple channel broadcast medium.



42. (Currently Amended) The apparatus of claim 39, wherein data associated with respective low-level data objects is broadcast a number of times as ~~indicted~~ indicated in said location information.

43. (Previously presented) The apparatus of claim 39, wherein data associated with respective low-level data objects is broadcast according to a protocol indicated in said location information.

44. (Original) The apparatus of claim 39 wherein said location information is sufficient to locate said data in a data stream.

45. (Original) The apparatus of claim 39, further including a combine mechanism configured to combine said plurality of low-level data objects.

46. (Original) The apparatus of claim 45 wherein said combine mechanism is configured so that the result is a portion of said desired data object.

47. (Original) The apparatus of claim 39, further including a presentation mechanism configured to present said desired data object.

48. (Currently amended) An apparatus having at least one processor and at least one memory coupled to said at least one processor for receiving data over a multiple channel broadcast media, said apparatus comprising:

a reception mechanism configured to receive a request for a desired data object, said desired data object being associated with a first-level name;

a lookup mechanism configured to look up said first-level name in a data structure distinct from said desired data object;

a first obtain mechanism configured to obtain from said data structure a plurality of second-level names associated with said first-level name, each second-level name being associated with one of a plurality of low-level data objects, said data structure identifying a retrieval priority for each of said low-level data objects ~~being in order by retrieval priority~~, wherein said retrieval priority is set by a content provider; and

a second obtain mechanism configured to obtain, via a first broadcast channel, location information associated with said second-level names ~~via a first broadcast channel~~, said location information identifying at least two of multiple broadcast channels for carrying data associated with said low-level data objects.

49. (Cancelled)

50. (Currently amended) A computer program product, comprising:

a computer usable storage medium having computer readable code embodied therein for causing a computer to receive data over a multiple channel broadcast medium,

said computer readable code being configured to cause said computer to effect a reception mechanism configured to receive a request for a desired data object, said desired data object being associated with a first-level name,

said computer readable program code being configured to cause said computer to effect a first obtain mechanism configured to obtain a plurality of second-level names associated with said first-level name in a data structure distinct from said desired data object, each second-level name being associated with one of a plurality of low-level data objects, said data structure providing an order of retrieval priority for said low-level data objects ~~being in order by retrieval priority, wherein~~ said order and said retrieval priority is having been set by a content provider,

said computer readable program code being configured to cause said computer to effect a second obtain mechanism configured to obtain location information associated with said second-level names via a first broadcast channel, said location information identifying at least two of multiple broadcast channels for carrying data associated with said low-level data objects.

51-55. (Cancelled)